


ABORIGINAL HEALTH COUNCIL OF SA
Our Health, Our Choice, Our Way

JOB AND PERSON SPECIFICATIONS

Position: Media & Communications Manager

Classification: AHCSA Level 6

Appointment: Full-time 2 year contract

Approval:  **Date:** 19/09/2022
Board of Directors
Aboriginal Health Council of SA Ltd

JOB SPECIFICATION

1. Summary of the broad purpose of the position in relation to organisation goals

The Aboriginal Health Council of South Australia Ltd. (AHCSA) is the peak body representing Aboriginal community controlled health and substance misuse services in South Australia at a State and National level. Our primary role is to be the 'health voice' for all Aboriginal people in South Australia. We achieve this by advocating for the community and supporting workers with appropriate Aboriginal health programs based on a holistic perspective of health.

AHCSA is a membership-based peak body with a leadership, watchdog, advocacy and sector support role, and a commitment to Aboriginal self-determination.

The Manager, Media and Communications is funded through the SA Peak Body for ACCHSs Partnership Agreement and is a role within AHCSA's Secretariat.

The Manager, Media and Communications will support the Chief Executive Officer and work across all programs to coordinate AHCSA's communication with member services and the public on all social media platforms and through AHCSA's newsletters and media releases. This role will also support AHCSA's Aboriginal health promotion campaigns.

The position will be expected to operate with a high degree of independence in contributing to specific projects and strategies. The role will be responsible for developing and maintaining effective communication systems as well as effective working relationships with existing networks across the Aboriginal community health sector and broader sector and will operate under the principles of Aboriginal community control.

2. Reporting/Working Relationships (to whom the person reports, staff for whom the person is responsible and other significant connections and working relationships within the organisation).

The Manager, Media and Communications will report to the General Manager, Operations or the Chief Executive Officer and is expected to support and collaborate with all team members across all AHCSA's programs in coordinating AHCSA's media and communications activities.

Media & Communications Coordinator

3. Special Conditions

- a) Intra and interstate travel, including overnight absences will be required.
 - b) Possession of a current driver's license is essential.
 - c) Out of normal hours work will be required.
 - d) National Criminal History Check will be required
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4. Summary of key duties

In line with AHCSA's strategic outcomes, the Manager, Media and Communications will be responsible for contributing to the development and implementation of best practice media and communications methods to promote AHCSA as the peak body for Aboriginal community controlled organisations in the health sector and raise awareness around its work and programs. Accordingly, the Manager, Media and Communications will:

- Contribute to AHCSA's vision "All Aboriginal people enjoy a high quality of health and well-being"
- Grow AHCSA's social media presence on relevant social platforms
- Unify AHCSA's voice across the different electronic communication platforms
- Assist in the preparation and implementation of effective media and communications activities to support the work of AHCSA. This will include management of COVID-19 messaging and communication activities, both internally and externally, working in collaboration with Member Services, SA Health, Wellbeing SA and other external stakeholders and will be inclusive of, but not limited to the following:
 - COVID-19 specific activities including resource creation, management of social media content and communication and messaging matrix's that can support Member Services.
 - Collate COVID-19 specific information and communicate appropriately for Member Services and Aboriginal Community members.
 - Curating relevant information as released by SA Health and re-purpose for AHCSA website.
 - Creation of communication strategies to support information sharing across all areas of COVID-19 and COVID-19 vaccination both internally and externally to support Member Services.
- Coordination of ad hoc projects and activities, which are dependent on funding requirements and the needs of the AHCSA organisation.
- Support the Chief Executive Officer and programs' managers and ensuring that AHCSA stories are disseminated through a wide range of channels, including social media
- Support the Chief Executive Officer with internal and external communiques, media releases and with responses to media enquiries where required and as directed
- Source and write news and feature stories to improve awareness of AHCSA's community work, its training organisation and training courses
- Collate information, develop and schedule engaging content for social media, website and communiques in conjunction with program managers and key stakeholders
- Contribute, edit, produce and proof read all documents content for AHCSA's website and social media platforms
- Review current communication tools and systems and develop, improve and implement communication strategies in line with AHCSA's events, initiatives and announcements

- Update and maintain AHCSA's social media platforms and website and ensure compliance of all content to AHCSA's Social Media Policy
- Ensure media content is culturally appropriate at all times
- Participate in continuous quality improvement activities and apply quality improvement principles to all duties performed.
- Provide expert advice and support where required with the preparation of health promotion materials and resources

5. Key Performance Indicators

- Developing a 6 month communication plan for AHCSA with recommendations on a longer term communication strategy and framework
- Ensuring AHCSA is promoted as the Peak Body for Aboriginal community controlled health services and is present on social media platforms, using innovative strategies and digital campaigns
- Regularly updating and posting in due time on AHCSA's website and social media, AHCSA's activities and events.
- Implementing strategies and processes to connect with all AHCSA programs' teams and to collate information as required for content writing.
- Ensuring media enquiries are responded to in due time and as directed by the Chief Executive Officer
- Ensuring compliance at all times of communication content and processes with AHCSA's organisational policies and procedures
- Ensuring any inappropriate content is removed within 24 hours as per AHCSA's Social Media Policy
- Maintaining positive working relationships with team members and all internal and external stakeholders at all times
- Ensuring that all COVID-19 activities undertaken both internally and externally are executed appropriately across all platforms and benefit both Member Services and Aboriginal communities and their awareness of the COVID-19 virus and vaccination.

PERSON SPECIFICATION – SELECTION CRITERIA

6. ESSENTIAL CRITERIA

6.1 Educational/Vocational Qualifications

- a) Tertiary qualifications in Communications, Media, Graphic Design or other relevant field and/or equivalent experience in these fields.
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6.2 Personal Abilities/Aptitude/Skills

- a) Demonstrated ability to write in a variety of styles and for multiple outlets including articles, feature article, online content and social media
- b) Ability to promote projects or activities using social media, email and website
- c) Excellent communication skills, verbal and written.
- d) Demonstrated interpersonal skills and ability to exercise tact and diplomacy, deal appropriately with sensitive issues and maintain a high level of confidentiality at all times.

- e) Demonstrated organisational and analytical skills, and the ability to work under broad guidelines, determine priorities and manage workloads in order to meet agreed timelines and objectives.
- f) Demonstrated ability to work effectively as a member of a team as well as independently as required.

6.3 Experience

- a) Demonstrated experience in media and communications and in generating media exposure through the implementation of digital communications and digital media strategies and projects.
- b) Demonstrated experience working with Aboriginal people, organisations and communities and in developing and maintaining professional relationships with a wide variety of stakeholders
- c) Demonstrated experience handling media enquiries.
- d) Demonstrated experience in various content writing and production of graphic and organisational documents.
- e) Experience in Adobe Creative Suite, WordPress, MailChimp or other graphic software
- f) Experience in the use of new information technology based systems, including word processing packages, Outlook, databases and spread sheets.

6.4 Knowledge

- a) Contemporary knowledge of media outlets and strategies
- b) An understanding of the issues that impact on young people in urban, regional and remote communities.
- c) Sound knowledge of the political, historical and social economic circumstances that have affected Aboriginal and Torres Strait Islander People, their culture and communities.
- d) Sound knowledge of the philosophy of Aboriginal Community Controlled principles, including social justice and self-determination.
- e) Understanding of the principles and practice of equity and diversity, and safety in the workplace.
- f) Knowledge of quality improvement processes and tools.

7. DESIRABLE CRITERIA

7.1 Educational/Vocational Qualifications

- a) Nil.

7.2 Personal Abilities/Aptitude/Skills

- a) Digital photography and videography skills

7.3 Experience

- a) Previous working experience in an Aboriginal community controlled setting, particularly in an Aboriginal health-related area.
- b) Experience in health promotion and rural and remote Aboriginal community engagements

7.4 Knowledge

- a) knowledge of primary health care and well-being and health promotion.
- b) knowledge of Aboriginal health and well-being issues and the operation of Aboriginal community controlled health services.
- c) Knowledge and understanding of the role and function of AHCSA and its relationship with Aboriginal community controlled health organisations.

Acknowledged by Occupant

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Print name	Signature	Date
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